WUSA



Flight Dates 02/09/12-02/15/12

Order Sep 00:15:00

Estimate # 209215 **Product**

Alt Order # 06001899 **US CHAMBER OF COMMER** 655033 **Contract / Revision**

Cash Billing Type Original Date / Revision Agency Com 15%

> 02/08/12 02/08/12 **GENERAL** Order Type **Billing Contact**

Billing Cycle EOM/EOC Advertiser US Chamber of Commerce

Billing Calendar BROADCAST 10755 Scripps Poway Pkwy, Suite 5

San Diego, CA 92131

Order%

A35+ **Demographic** <u>Agency</u> Del Cielo Media/ POL **Rev Codes AGY GEN POL**

Buying Contact Sales Office T-LA Product Codes IS-Issue/Non, IS-Issue/Ballot

Sales Region NAT P-5 **Priority** 10755 Scripps Poway Pkwy, Suite 5

Agency Ref Advertiser Ref San Diego, CA 92131

Start Date

Primary Account Executive

Alex Lavin

Account Executive

Alex Lavin 100% Order Share 25% Market Value 162700

End Date

Competing Station % of Order **Amount** CABLE 5% 8135 UNKWN % 0 **WBDC** % 0 **WDCA** % 0 **WJLA** 25% 40675 **WMDO** % 0 **WPXW** % 0 WRC 56945 35% 10% WITG 16270

%

0

Order Totals Billing Plan

of Spots **Net Amount Gross Amount** Month Rating Start Date End Date # Spots **Net Amount Gross Amount** February 2012 30 \$34,573.75 \$40,675.00 59.50 01/30/12 02/15/12 30 \$34,573.75 \$40,675.0C 30 **Totals** \$34,573.75 \$40,675.00 59.50

WWPX

	<u>.</u>										<u>Tota</u>	<u>ls</u>
Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
E 1 WUSA	02/09/12	02/09/12	9 News @ Noon	CM	12-1230P	T	:30	1	\$600.00 P-2	2.20 NM	1	\$600.00
			9 News @ Noon		(12:00 PM-1	2:30 PM)						
<u>Start</u>	Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 02/0	6/12	02/12/12	T	1	\$600.00	2.20						
E 2 WUSA	02/10/12	02/10/12	9 News @ Noon	CM	12-1230P	F	:30	1	\$600.00 P-2	2.20 NM	1	\$600.00
			9 News @ Noon									
Start	Date :	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 02/0	6/12	02/12/12	F	1	\$600.00	2.20						
E 3 WUSA	02/13/12	02/13/12	9 News @ Noon	СМ	12-1230P	M	:30	1	\$600.00 P-2	2.20 NM	1	\$600.00
			9 News @ Noon									
Start	Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 02/1	3/12	02/19/12	M	1	\$600.00	2.20						



Contract / Revision

655033

Flight Dates 02/09/12-02/15/12

Hiatus Dates

Original Date / Revision 02/08/12/ 02/08/12

<u>Order Sep</u> 00:15:00

Advertiser US Chamber of Commerce Product US CHAMBER OF COMMEREstimate # 209215

Ln Ch Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	_	als Amount
E 4 WUSA 02/14/	12 02/14/12	9 News @ Noon 9 News @ Noon	СМ	12-1230P	-T	:30	1	\$600.00 P-2	2.20 NM	1	\$600.00
Start Date Week: 02/13/12	End Date 02/19/12	Weekdays	Spots/Week	<u>Rate</u> \$600.00	Rating 2.20						
E 5 WUSA 02/15/		<u>·</u>	СМ	12-1230P	W	:30	1	\$600.00 P-2	2.20 NM	1	\$600.00
Start Date Week: 02/13/12	End Date 02/19/12	Weekdays	Spots/Week 1	<u>Rate</u> \$600.00	<u>Rating</u> 2.20						
E 6 WUSA 02/09/	12 02/09/12	6-7a 9 News @ 6 9News @ 6a	a CM	6-7a	T	:30	1	\$400.00 P-3	1.00 NM	1	\$400.00
Start Date Week: 02/06/12	End Date 02/12/12	<u>Weekdays</u> T	Spots/Week	<u>Rate</u>	Rating						
E 7 WUSA 02/10/1		6-7a 9 News @ 6	•	\$400.00 6-7a	1.00 F	:30	1	\$400.00 P-3	1.00 NM	1	\$400.00
Start Date Week: 02/06/12	End Date 02/12/12	9News @ 6a <u>Weekdays</u> F	Spots/Week	<u>Rate</u> \$400.00	Rating 1.00						
E 8 WUSA 02/13/1		6-7a 9 News @ 6 9News @ 6a		6-7a	M	:30	1	\$400.00 P-3	1.00 NM	1	\$400.00
Start Date Week: 02/13/12	End Date 02/19/12	Weekdays M	Spots/Week	<u>Rate</u> \$400.00	Rating 1.00						
E 9 WUSA 02/14/1	12 02/14/12	6-7a 9 News @ 6 9News @ 6a	a CM	6-7a	-T	:30	1	\$400.00 P-3	1.00 NM	1	\$400.00
<u>Start Date</u> Week: 02/13/12	End Date 02/19/12	Weekdays -T	Spots/Week 1	<u>Rate</u> \$400.00	Rating 1.00						
E 10 WUSA 02/15/1	2 02/15/12	6-7a 9 News @ 6 9News @ 6a	a CM	6-7a	W	:30	1	\$400.00 P-3	1.00 NM	1	\$400.00
<u>Start Date</u> Week: 02/13/12	End Date 02/19/12	Weekdays	Spots/Week 1	<u>Rate</u> \$400.00	Rating 1.00						
E 11 WUSA 02/09/1	2 02/09/12	CBS This Morning	•	7-9a	T	:30	1	\$225.00 P-3	0.80 NM	1	\$225.00
<u>Start Date</u> Week: 02/06/12	End Date 02/12/12	Weekdays T	Spots/Week 1	<u>Rate</u> \$225.00	Rating 0.80						
E 12 WUSA 02/10/1	2 02/10/12	CBS This Morning		7-9a	F	:30	1	\$225.00 P-3	0.80 NM	1	\$225.00
Start Date Week: 02/06/12	End Date 02/12/12	Weekdays	Spots/Week 1	Rate \$225.00	Rating 0.80						
E 13 WUSA 02/13/1		CBS This Morning		7-9a	M	:30	1	\$225.00 P-3	0.80 NM	1	\$225.00
<u>Start Date</u> Week: 02/13/12	End Date 02/19/12	Weekdays M	Spots/Week 1	Rate \$225.00	Rating 0.80						
E 14 WUSA 02/14/1		CBS This Morning	,	7-9a	-T	:30	1	\$225.00 P-3	0.80 NM	1	\$225.00
<u>Start Date</u> Week: 02/13/12	End Date 02/19/12	<u>Weekdays</u> -T	Spots/Week 1	<u>Rate</u> \$225.00	<u>Rating</u> 0.80						
E 15 WUSA 02/15/1		CBS This Morning		7-9a	W	:30	1	\$225.00 P-3	0.80 NM	1	\$225.00
Start Date Week: 02/13/12	End Date 02/19/12	Weekdays w	Spots/Week 1	<u>Rate</u> \$225.00	Rating 0.80						
E 16 WUSA 02/12/1	2 02/12/12	Face the Nation Face the Nation	СМ	1030-11a	S	:30	1\$	18,000.00 P-3	1.30 NM	1	\$18,000.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating				ı		



Contract / Revision

655033

Flight Dates 02/09/12-02/15/12

Hiatus Dates

Original Date / Revision 02/08/12/ 02/08/12

Order Sep 00:15:00

Advertiser US Chamber of Commerce Product US CHAMBER OF COMMEREstimate # 209215

Ln Ch Start	End	Inventory Code	Break	Start/End 1	Time Days	Len Sp	oots Rate Pri	Rtg Type Sp		als Amount
E 16 WUSA 02/12/1	2 02/12/12	Face the Nation Face the Nation	CM	1030-11a	S	:30	1\$18,000.00 P-3	1.30 NM	1	\$18,000.00
Start Date Week: 02/06/12	End Date 02/12/12	<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$18,000.00	Rating 1.30					
E 17 WUSA 02/09/1	2 02/09/12	9 News @ 5p 9 News @ 5p	СМ	5-6p	т	:30	1 \$500.00 P-3	1.40 NM	1	\$500.00
<u>Start Date</u> Week: 02/06/12	End Date 02/12/12	Weekdays	Spots/Week	<u>Rate</u> \$500.00	Rating 1.40			1		
E 18 WUSA 02/10/1	2 02/10/12	9 News @ 5p 9 News @ 5p	СМ	5-6p	F	:30	1 \$500.00 P-3	1.40 NM	1	\$500.00
Start Date Week: 02/06/12	End Date 02/12/12	Weekdays	Spots/Week	<u>Rate</u> \$500.00	Rating 1.40					
E 19 WUSA 02/13/1	2 02/13/12	9 News @ 5p 9 News @ 5p	СМ	5-6p	M	:30	1 \$500.00 P-3	1.40 NM	1	\$500.00
Start Date Week: 02/13/12	End Date 02/19/12	Weekdays M	Spots/Week	<u>Rate</u> \$500.00	Rating 1.40					
E 20 WUSA 02/15/1		9 News @ 5p 9 News @ 5p	CM	5-6p	W	:30	1 \$500.00 P-3	1.40 NM	1	\$500.00
Start Date Week: 02/13/12	End Date 02/19/12	Weekdays	Spots/Week	Rate \$500.00	Rating 1.40			l		
E 21 WUSA 02/11/1		9 News @ 6p Sat 9 News @ 6p Sat		Sat 6-630p	S-	:30	1 \$350.00 P-3	2.10 NM	1	\$350.00
Start Date Week: 02/06/12	End Date 02/12/12	Weekdays	Spots/Week	<u>Rate</u> \$350.00	Rating 2.10					
E 22 WUSA 02/12/1	2 02/12/12	9 News @ 630p \$ 9 News @ 630PN		630-7P	S	:30	1 \$800.00 P-2	11.80 NM	1	\$800.00
Start Date Week: 02/06/12	End Date 02/12/12	Weekdays	Spots/Week 1	Rate \$800.00	<u>Rating</u> 11.80					
E 23 WUSA 02/09/1	2 02/09/12	9 News @ 11p 9 News @ 11p	СМ	M-Su 11-11		:30	1 \$1,800.00 P-3	2.40 NM	1	\$1,800.00
<u>Start Date</u> Week: 02/06/12	End Date 02/12/12	Weekdays	Spots/Week	<u>Rate</u> \$1,800.00	Rating 2.40					
E 24 WUSA 02/10/1	2 02/10/12	9 News @ 11p 9 News @ 11p	СМ	M-Su 11-11		:30	1 \$1,800.00 P-3	2.40 NM	1	\$1,800.00
Start Date Week: 02/06/12	End Date 02/12/12	Weekdays	Spots/Week	Rate \$1,800.00	Rating 2.40					
E 25 WUSA 02/11/1		9 News @ 11p 9 News @ 11p	СМ	M-Su 11-11		:30	1 \$1,800.00 P-3	2.40 NM	1	\$1,800.00
Start Date Week: 02/06/12	End Date 02/12/12	Weekdays	Spots/Week	<u>Rate</u> \$1,800.00	Rating 2.40					
E 26 WUSA 02/12/1	2 02/12/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-11:		:30	1 \$1,800.00 P-3	2.40 NM	1	\$1,800.00
Start Date Week: 02/06/12	End Date 02/12/12	Weekdays	Spots/Week	<u>Rate</u> \$1,800.00	<u>Rating</u> 2.40					
E 27 WUSA 02/13/1		9 News @ 11p 9 News @ 11p	CM	M-Su 11-11:		:30	1 \$1,800.00 P-3	2.40 NM	1	\$1,800.00
<u>Start Date</u> Week: 02/13/12	End Date 02/19/12	Weekdays M	Spots/Week	<u>Rate</u> \$1,800.00	Rating 2.40			j		
28 WUSA 02/14/1		9 News @ 11p 9 News @ 11p	СМ	M-Su 11-11:		:30	1 \$1,800.00 P-3	2.40 NM	1	\$1,800.00
Start Date	End Date		Spots/Week	Rate	Rating					



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Hiatus Dates

Original Date / Revision 02/08/12/ 02/08/12

Order Sep 00:15:00

Advertiser US Chamber of Commerce Product US CHAMBER OF COMMEREstimate # 209215

Ln Ch Start End	Inventory Code Break	Start/End Time Days	Len Spots Rate Pri	Totals Rtg Type Spots Amount
E 28 WUSA 02/14/12 02/14/12	9 News @ 11p CM 9 News @ 11p	M-Su 11-1135p -T	:30 1 \$1,800.00 P-3	2.40 NM 1 \$1,800.00
<u>Start Date</u> <u>End Date</u> Week: 02/13/12 02/19/12	Weekdays Spots/Week	Rate Rating \$1,800.00 2.40		
E 29 WUSA 02/15/12 02/15/12	9 News @ 11p CM 9 News @ 11p	M-Su 11-1135pW	:30 1 \$1,800.00 P-3	2.40 NM 1 \$1,800.00
<u>Start Date</u> <u>End Date</u> Week: 02/13/12 02/19/12	Weekdays Spots/Week	Rate Rating \$1,800.00 2.40		
E30 WUSA 02/11/12 02/11/12	NCAA Final Four Game £ M NEWS	Final Four GamesS- (6:30 PM-7:00 PM)	:30 1 \$800.00 P-3	1.90 NM 1 \$800.00
Start Date End Date Week: 02/06/12 02/12/12	Weekdays Spots/Week	<u>Rate</u> <u>Rating</u> \$800.00 1.90		

30 \$40,675.00 Totals

FAX# 323/935-9495 CREDIT RISK !!! HARRIS RPT. FPAM REP: TEL# 323 634-8029 CREDIT ADVISORY: AGENCY ORDER WORKSHEET

REP HEADLINE# 6001899

FEB8/12 12.38 ISS/US CHAMBER OF COMMERCE SARAH LINDEN D/P REC# COMMER - LOS ANGELES NSH DEL CIELO MEDIA OF CODE 58/CITY TAX 17/RTG SVC US CHAMBER ALEX LAVIN CO-OP KEY 10/BILL 16/BYR 9/AREA DATE MO-SU EST#*** 64/ACON 4/SISP# 14/ORDER TYPE 57/CO-OP TYPE 2/ADVERTISER# 11/RATE CARD TAX 21/BILL WK 1/AGENCY# 59/STATE 63/PCON 3/PROD# 20/EOS 5/REP# BIAS# 655033 10755 SCRIPPS POWAY PKWY.SUITE 550 SAN DIEGO, CA 92131 WK-1 END DATE-FEB15/12 *** ORIGINAL REV#0 *** START DATE-FEB9/12 PARTIAL LINE/S ADDRESS AGENCY rine/s ORDER DELETE ADD NEW

NEW ORD TOT \$40,675/30X PLS CNF 2/8 DONNIE FOR ALEX REP:

***** THIS IS A CASH IN ADVANCE SCHEDULE **** CON CM THIS IS AN ADVOCACY FOR "US CHAMBER OF COMMERCE" 209215

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EFX# 353\332-3432 KEE: TEL# 323 634-8029

AGENCY CREDIT RISK !!! HARRIS RPT. F) REP: TEL# 323 634-8029 CREDIT ADVISORY: AGEN ORDER WORKSHEET REP HEADLINE# 6001899

FEB8/12 12.38 *** WUSA-TV ***

FAX# 323/935-9495

FROM REP

Н Н SPOT /LIN Н 23/ STATION CD SC# SC# 18000.000 P3 \$500.00 P3 \$350.00 p3 \$800.00 \$500.00 \$500.00 \$500.00 \$225.00 \$225.00 \$225.00 RATE 18/ Н Н н SPT/WK ч Н Н Н Н H PLAN PRICE 16/ PLAN SEC 14/ CLS 13/ END 30 02/11 02/11 30 02/09 02/09 30 02/10 02/10 30 02/13 02/13 30 02/15 02/15 30 02/12 02/12 30 02/15 02/15 30 02/12 02/12 30 02/14 02/14 02/13 END BEGIN TIME PTRN LNTH DATE 02/13 30 1030A-1100A FACE THE NATION 1.3 BEGIN END S00P-600P 630P-700P 700A-900A 700A-900A 700A-900A S00P-600P 500P-600P S00P-600P 600P-630P EARLY SHOW 0.8 EARLY SHOW 0.8 TIME EARLY SHOW NEWS NEWS 1.4 NEWS NEWS NEWS NEWS 2.1 1.4 1.4 1.4 8.0 PROGRAM : CD DAYS PROGRAM RA35+ PROGRAM NOM WED SAT SUN MOM TOE PROGRAM KED FRI **N**500 THU RA35+ RA35+ LN# 14 17 9 0 2 22 15 16 18 REP 13 BS LN#

REP: TEL# 323 634-8029

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

FAX# 323/935-9495

TOTAL SPOTS

FEB8/12 12.38 *** WUSA-TV ***

HARRIS RPT. FROM REP ORDER WORKSHEET REP HEADLINE# 6001899

BS REP LN# LN# CD DAYS	BEGIN END TIME TIME PTRN LNTH	BEGIN END CLS SEC PR	AN RATE STS CCE SPT SPOT STATION CD SPOT S/ /WK 18/ CD SC# 23/ /LIN
23 THU	1100P-1135P 30	02/09 02/09	1 \$1,800.00 P3
PROGRAM : NEWS RA35+ : 2.4			
24 FRI	1100P-1135P 30	02/10 02/10	1 \$1,800.00 1
PROGRAM : NEWS RA35+ : 2.4			
25 SAT	1100P-1135P 30	02/11 02/11	1 \$1,800.00 1
PROGRAM : NEWS RA35+ : 2.4			
26 SUN	1100P-1135P 30	02/12 02/12	1 \$1,800.00 1
PROGRAM : NEWS RA35+ : 2.4	:		
27 MON	1100P-1135P 30	02/13 02/13	1 \$1,800.00
PROGRAM : NEWS RA35+ : 2.4			
28 TUE	1100P-1135P 30	02/14 02/14	1 \$1,800.00 1
PROGRAM : NEWS RA35+ : 2.4	:		
29 WED	1100P-1135P 3.0	02/15 02/15	1 \$1,800.00
PROGRAM : NEWS RA35+ : 2.4	•		
30 SAT	630P-700P 30	02/11 02/11	1 \$800.00 , 3
PROGRAM : NEWS RA35+ : 1.9	;		
FEB/12 40675.00			CONTRACT TOTAL 40675.00

REP HEADLINE# 6001899

FAX# 323/935-9495 FROM REP REP: TEL# 323 634-8029
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS RPT. FF

FEB8/12 12.38 *** WUSA-TV ***

SPOT/LIN

STATION CD CC CD SC# 23/ RATE SPOT 18/ SPT /WK PLAN PRICE 16/ CLS SEC 13/ 14/ PLAN END TIME TIME PTRN LNTH DATE BS REP LN# LN# CD DAYS

CABL 5% WDCW 08 WDCA 08 358 WRC WJLA 25% WTTG 10% WUSA 25% MARKET TOTALS \$162,700

SVC- NSI DEMOS- RA35+*

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and	D	Date:							
	I, Del Cielo Media do hereby request station time concerning the following issue:								
US Chamber of	US Chamber of Commerce								
	······································								
Broadcast Length	Rota	of Day, tion or kage	Days	Class	Times per Week	Number of Weeks			
see attached	-								
				·					
Total Char	Total Charges:								
This broadcast time will be used by: US Chamber of Commerce									
Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"									
☑ Yes □ No									

importance," list the name	mmunicates a message relating to a of the legally qualified candidate(s the date(s) of the election(s) (if app) the programming refers to, the
For programming that "con importance," attach Agreed	nmunicates a message relating to an I Upon Schedule (Page 3)	y political matter of national
I represent that the paymer	nt for the above described broadcast	time has been furnished by:
US Chamber of Commerce		
		+
	nnounce the time as paid for by suc other than an individual person, is:	h person or entity. The entity
a corporation; a c	committee; 🗹 an association; 🗀	or other unincorporated group.
The names, offices, and add agents of the entity are nam	iresses of the chief executive office ed below (may be attached separate	rs, directors, and/or authorized
reasonable attorney's fees, tadvertisement(s). For the a	old harmless the station for any dam that may ensue from the broadcast of above-stated broadcast(s), I also a will be delivered to the station at eduled broadcasts.	of the above-requested gree to prepare a script,
TO BE	SIGNED BY ISSUE AL	VERTISER
Q	, 0 1	
12/8/11 That		950.496.7240
TO BE CI	Signature	Contact Phone Number
IO BE SIG	INED BY STATION REP	PRESENTATIVE
Accepted	Accepted in Part	☐ Rejected
Signature	Printed Name	Title